



Figure 2. Illustrative Theoretical Model

Phase I examines basic attitudes and knowledge about the Albemarle-Pamlico Estuarine system. Public attitudes about the importance of the Albemarle-Pamlico Estuarine system resources are evaluated. We determine respondents' use of the water resources and fisheries of the Albemarle-Pamlico Estuarine system for recreation. Questions also examine how the public feels about conflicting uses of the Albemarle-Pamlico Estuarine system for specific purposes (e.g., recreation vs. development). Awareness and recognition of water quality problems are assessed. We determine the extent of concerns related to different water resource locations. We assess respondents' attitudes regarding the causes of water quality problems. They are asked to rate the relative severity of different pollution sources (e.g., agriculture, industry, municipal waste treatment, and septic systems). We also determine how well the public understands and appreciates the consequences of water quality problems. The survey includes an assessment of respondents' awareness and knowledge, including public awareness of the Albemarle-Pamlico Estuarine Study and other government programs. Finally, we analyze respondents' use and evaluation of different information sources.